

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, February 22, 2011
6:00 p.m.**

The regular meeting of the Design Review Commission was scheduled and held in the Council Chambers of the Municipal Center on February 22, 2011. Chairman Saunders called the meeting to order at 6:00 p.m. requesting the roll call. Ms. Regina Gibson called the roll of the Board and established a quorum:

COMMISSIONERS PRESENT:

Mr. Keith Saunders, Chairman; Mr. Ralph Smith, Vice Chairman; Mr. Parker McCaleb, Secretary; Mr. Paul Bruns; Mr. Eric Alter; Mr. Neil Sherman; Ms. Robbie Ann Pahlow; Mr. Sidney Kuehn and Alderman Greg Marcom

DEVELOPMENT STAFF PRESENT:

Mr. Andy Pouncey, Economic & Development Services Director; Mr. Wade Morgan, Chief Planner; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

1. Approval of Minutes for January 25, 2011

Mr. Marcom moved to approve the Design Review Commission minutes of January 25, 2011, seconded by Ms. Pahlow, with no further comments or discussions.

ROLL CALL: Mr. Kuehn – Yes; Mr. Alter – Yes; Mr. Bruns – Yes; Alderman Marcom – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Ms. Pahlow – Yes; Mr. McCaleb – Yes; Chairman Saunders – Yes.

MOTION PASSED

2. Amendment to the Germantown Code of Ordinances Regarding Permanent Sign Regulations.

INTRODUCTION: The City of Germantown proposes an amendment to the Permanent Sign regulations regarding ground-mounted project identification signs in office, commercial and Old Germantown zoning districts. The amendment will allow project identification signs to also contain the name of the leasing management company, and the land use type.

BACKGROUND: Currently, the content of Project Identification Signs is limited to the name and address of the retail shopping center or office development and, in the case of Permanent Project Directory Signs, the names of tenants.

DISCUSSION: During the discussion on Ordinance Amendment 2010-10 (temporary leasing signs) at the February 14, 2011 Board of Mayor and Aldermen meeting, Les Binkley of Boyle Investment presented the BMA a letter from himself and Tim Garrett of Belz proposing an amendment that would allow the name of the leasing management company and the type of space available (retail, office, etc.) to be included on the permanent project sign. The letter and an illustration of the Germantown Village Square with the proposed information are attached. The BMA instructed development staff to present their request to the Design Review Commission for consideration.

The attached amendment addresses the Boyle/Belz proposal and adds similar language to project signs in the Old Germantown (OG) district. Staff has also revised Ordinance 2010-10 to remove the allowance for temporary real estate leasing signs at projects with leasing and management information on the permanent sign.

Alderman Marcom recused himself from this agenda item.

PROPOSED MOTION: To approve the amendment to Permanent Project Identification Signs and Permanent Project Directory Signs as presented.

Chairman Saunders explained to the commission that the business community is looking to take the permanent monument and directory signs which are now allowed under our ordinance and add the leasing agent, phone number and what type of use is available to this sign. Therefore the commission would need to determine whether they would allow them to add this information to the permanent directory and monument signs, what size and the location that this information would be added.

Wade Morgan explained to the commission that if the shopping center has their leasing information on the permanent monument and directory signs then they would no longer be allowed to have temporary leasing signs.

Mr. Les Binkley w/Boyle Investment Company explained that it was very important that his company receive consistent exposure and that this request would give them the 20% additional advertising space for lease information that they need and it would be in proportion.

After much discussion the commission decided to split this request into three separate motions.

Chairman Saunders directed the board members that whether they were voting “Yes” or “No” that they also needed to give the reason for their vote.

There was no opposition to this application and no further comments. The Chairman asked for a motion.

Mr. McCaleb made a motion that the City may allow a management company or owner of the retail office space to include their name, phone number of the leasing management company and type of use on the sign as long as it does not increase the total footage of the permanent sign. This motion was seconded by Mr. Sherman, with no further comments or discussions.

ROLL CALL: Alderman Marcom – Recused; Mr. Alter – Yes; Ms. Pahlow – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Kuehn – No; Chairman Saunders – Yes.

MOTION PASSED

The Chairman asked for a second motion.

Mr. Smith made a motion (Under Temporary Signs Sec. 14-62) to allow only one real estate for sale or ease sign, on a recorded lot or parcel, per street frontage and only for office and retail centers which do not have leasing and management information on the permanent sign. This motion was seconded by Mr. Sherman.

ROLL CALL: Alderman Marcom – Recused; Mr. Alter – Yes; Ms. Pahlow – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Kuehn – Yes; Chairman Saunders – Yes.

MOTION PASSED

The Chairman asked for a third motion.

Mr. Smith made a motion (Under Temporary Signs, Removal #2) to add the verbiage at the end to read “and subject to the commission’s approval.”

DESIGN REVIEW COMMISSION

February 22, 2011

Page 3

ROLL CALL: Alderman Marcom – Recused; Mr. Alter – Yes; Ms. Pahlow – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Kuehn – Yes; Chairman Saunders – Yes.

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:30 p.m.